

Message Text

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ACTION EUR-08

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E.O. 11652: GDS

TAGS: PINTN IT

SUBJECT: CONVERSATION WITH ENZO BETTIZA DEPUTY DIRECTOR OF IL
GIORNALE

1. BETTIZA, JOURNALIST OF WIDE EXPERIENCE AND HIGH REPUTATION, SPOKE DURING LUNCH WITH CONSUL GENERAL AND EXECUTIVE OFFICER ABOUT GIORNALE NEWS CONTRACT WITH MONTE CARLO TV, ABOUT OTHER ITALIAN NEWSPAPERS, AND ABOUT ALLEGED LACK OF AMERICAN INTEREST IN EUROPEAN UNITY.
2. BETTIZA SAID THAT IL GIORNALE HAS FOR SOME WEEKS HAD AGREEMENT TO DO NEWS AND ANALYSIS (TEN MINUTES OF EACH PERRRRDAY) FOR MONTE CARLO TV, WHOSE PROGRAMS ARE BEAMED INTO ITALY. BETTIZA SAID THAT MONTE CARLO VENTURE HAS BEEN GREAT SUCCESS FOR GIORNALE AND HAS LED TO SUBSTANTIAL INCREASE IN MONTE CARLO TV AUDIENCE IN ITALY AS EVIDENCED BY RECENT LARGE JUMP IN SALE OF AERIALS NEEDED TO RECEIVE MONTE CARLO. VIEWERSHIP IS UP ESPECIALLY IN LIGURIA AND TUSCANY, AND GIORNALE HOPES MONTE CARLO WILL EXTEND RECEPTION TO ROME, WHEREUPON SAID BETTIZA, STATION WILL BE REACHING ALL PARTS OF ITALY THAT COUNT. DUE TO ITALIAN TV OPPOSITION, GIORNALE NOT EBLE TO BROADCAST LIVE FROM MILAN BUT OBLIGED TO MAKE FILM OR TRAVEL TO MONTE CARLO FOR BROADCASTS.

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3. IT IS REALLY WITH FRENCH, SAID BETTIZA, THAT GIORNALE

MUST DEAL CONCERNING MONTE CARLO ARRANGEMENTS SINCE FRENCH GOVERNMENT/PRIVATE INTERESTS OWN ALL BUT 17 PERCENT OF MONTE CARLO TV (WHICH BELONG TO PRINCE RANIER). BOTH DENIS BOUDUOIN WHO HAS MAJOR VOICE FOR GOF, AND GISCARD, HE SAID, SAY THEY ARE PLEASED WITH GIORNALE'S TV LINE (PRO-DEMOCRATIC, ANTI-COMMUNIST) AND WANT BROADCASTS TO CONTINUE. SIMILARLY, ITALIAN AMBASSADOR TO FRANCE AND OLD FRIEND OF DIRECTOR MONTANELLI'S AND FIRM BACKER OF BROADCASTS. WHAT THEY AND GIORNALE FEAR, HOWEVER, IS THAT FRENCH GAULLIST OR LEFTIST DEPUTY MAY MAKE ISSUE IN PARLAMENT OF 'INFRINGEMENT OF ITALIAN SOVEREIGNTY', FORCING FRENCH GOVERNMENT TO TAKE GIORNALE OFF MONTE CARLO TV. BETTIZA SAID HE AND GIORNALE EDITOR INDRO MONTANELLI GOING FEBRUARY 25 TO PARIS TO DISCUSS MATTER WITH FRENCH AT SAME TIME THAT FINAL CONTRACT FOR GIORNALE SERVICES TO MONTE CARLO IS SIGNED. BETTIZA EXPECTED MONTANELLI TO SEE RAYMOND ARON WHO IS GIORNALE SUPPORTER.

4. MORO, SAID BETTIZA, IS STAUNCH ENEMY OF MONTE CARLO-GIORNALE ARRANGEMENT, ACD WOULD LIKE TO SABOTAGE IT SINCE MONTE CARLO NEWS REPORTING IS TOTALLY INDEPENDENT AND DOES NOT HESITATE TO CRITICIZE MORO AND OTHER ITALIAN LEADERS. IT REPRESENTS INTRUSION BY NON-OFFICIAL ITALIAN COMMENTATORS INTO AREA COVERED OTHERWISE ONLY BY STATE-OWNED (ITALIAN, FRENCH, SWISS, AND YUGOSLAV) TELEVISION. EVEN PCI, SAID BETTIZA IRONICALLY, ONCE OPPOSED TO GOVERNMENT TV MONOPOLY, FAVORS IT NOW THAT PARTY STANDS A CHANCE OF PARTICIPATION IN GOVERNMENT IN NEAR FUTURE. ON THE OTHER HAND, HE STATED, FIGURES LIKE FANFANI, MANCINI, AND FORLANI SUPPORT GIORNALE VENTURE, FORLANI HAVING GONE SO FAR AS TO PRESS ITS DESIRABILITY WITH FRENCH AMBASSADOR IN ROME.

5. PUBLICITQ FROM MONTE CARLO BROADCASTS, SAID BETTIZA, IS ONE REASON WHY GIORNALE CIRCULATION IS INCREASING. HE SAID SALES ARE RISING, ESPECIALLY IN LIGURIA AND TUSCANY AND THAT PAPER GENERALLY IN PHASE OF GROWTH. INITIAL CONCERNS ABOUT GIORNALE'S VIABILITY LAID TO REST FOR TIME BEING, HE SAID, ALTHOUGH HE WOULD LIKE TO EXPAND NUMBER OF PAGES AND CANNOT AFFORD TO DO SO.

6. FAR LEFT, ANTI-US LA REPUBBLICA, ON THE OTHER HAND, IS NOT CONFIDENTIAL

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MAKING IT ACCORDING TO BETTIZA. HAVING FORSEEN PRESENT SALES OF 150,000 PER DAY, PAPER'S OWNERS ARE REALIZING ONLY ABOUT HALF THAT FIGURE. BETTIZA GENERALLY DISPARAGED LA REPUBBLICA, CHARGING ADDICTION TO SENSATIONALISM THAT DID NOT STOP ET OUTRIGHT INVENTION OF STORIEUI(GIORNALE, IN CONTRAST, ALTHOUGH NOT PAPER OF LEFT, TREATS COMUNISM AND RELATED TOPICS EXTENSIVELY AND SERIOUSLY, MAKING IT A PUBLICATION READ BY COMMUNISTS

THEMSELVES, BETTIZA ASSERTED.)

7. MAN FINANCING IL TEMPO, WEEKLY MAGAZINE WHICH HAS JUST REAPPEARED WITH NEW LAYOUT, IS EUGENIO CEFIS, ACCORDING TO BETTIZA. HE ADDED THAT TEMPO HAS BEEN REVIVED BY INFUSION OF JOURNALISTS FROM ESPRESSO WHO BROKE WITH ITS FORMER EDITOR SCALFARI (WHO NOW HEADS DAILY LA REPUBBLICA). TEMPO GROUP OF SOCIALIST, BETTIZA EXPLAINED, HAD LOST INTERNAL ESPRESSO FIGHT TO PRO-COMMUNIST ELEMENTS OF MAGAZINE, WHO HAVE NOW TAKEN FULL CONTROL. THIS LEAVES TEMPO, IN HIS VIEW, THE MOST INTERESTING OF THE WEEKLY NEWS MAGAZINES SINCE IT IS SOCIALIST BUT RIGOROUSLY ANTI-COMMUNIST.

8. SPEAKING OF NEED FOR EUROPE TO MAKE PROGRESS TOWARD UNITY, BETTIZA LAMENTED WHAT HE SAW AS LACK OF US IMPETUS IN THAT DIRECTION. HE CITED RECENT MEETING WITH SENATOR EDWARD BROOKE, WHO ANSWERED QUESTIONS ABOUT AMERICA'S ROLE IN EUROPE BY STATING THAT US HAS NO DESIRE TO MEDDLE IN INTERNAL AFFAIRS OF EUROPEAN NATIONS. TO EUROPEANS WHO FAVOR UNITY TO WHICH SPAIN COULD MAKE DYNAMIC CONTRIBUTION, AND IN WHICH COMMUNISTS WOULD BE MINORITY, THAT MEANS THAT US HAS NO INTEREST IN SEEING PROGRESS TOWARD EUROPEAN UNITY, BETTIZA COMPLAINED. FINA

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